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Aeroplan Music Store to debut new Michael Bublé video

MONTREAL, Sept. 20 /CNW Telbec/ - Entertainer-extraordinaire Michael Bublé has teamed with Canada's premier loyalty program, Aeroplan, to exclusively debut the new video for the track, "Lost".

This innovative partnership will allow millions of people worldwide to easily access the video instantaneously via the internet.

The worldwide exclusive video premiere will take place on Wednesday, September 26, starting at 6:00 p.m. EST at www.aeroplan.com and through the new Aeroplan Music Store website - www.aeroplanmusicstore.com. It will be exclusively available on these sites for a twenty-four hour period.

Hip Digital Media, a full service digital media agency for the entertainment industry, designed the custom-branded music store in addition to integrating a sophisticated pincode technology that allows members to download music codes - 50 songs for 6,000 Aeroplan Miles - from over 1 million songs licensed for the Aeroplan Music Store from all four major record labels, independent labels and music aggregators such as The Orchard. Hip Digital Media also coordinated and arranged for the full video premiere. Itiva Networks will provide technical support by delivering the video content in brilliant High Definition.

The Aeroplan Music Store recently launched an experiential contest, Fly Away with Michael Bublé, where one winner and guest will travel to see Bublé perform in concert in London, and to meet him backstage. Full contest details are available online at www.aeroplanmusicstore.com

"Lost" is the second single from Bublé's latest chart-topping album, "Call Me Irresponsible", which was recently certified Triple Platinum by the Canadian Recording Industry Association (C.R.I.A.) The album has sold 3 million copies around the globe since its May 2007 release.

Along with news of the video premiere, Michael Bublé has just announced a major cross-Canada tour to take place in early 2008. The tour kicks off January 10 in Victoria, B.C., and will take Michael through eight provinces before finally concluding in early February.

About Aeroplan

Aeroplan is Canada's premier loyalty marketing company, dedicated to developing and executing programs designed to engage the loyalty of its prestigious membership.

Aeroplan's millions of members earn Aeroplan Miles with its network of more than 70 world-class partners, representing more than 150 brands in the financial, retail, and travel sectors. Miles earned may be redeemed for Aeroplan's industry-leading ClassicFlight Rewards, innovative ClassicPlus Flight Rewards, and global Star Alliance Flight Rewards, offering travel to more than 850 destinations worldwide. In 2006 alone, more than 1.4 million round-trip flight rewards were issued. Aeroplan's roster of non-flight rewards includes more than 400 exciting specialty, merchandise, and experiential rewards, as well as hotel and car rental rewards. Members are encouraged to stay engaged with Aeroplan and avoid mileage expiration due to inactivity by earning or redeeming Aeroplan Miles at least once in any consecutive twelve-month period.

For more information about Aeroplan, please visit www.aeroplan.com.

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